

Utah Office of Tourism Board Meeting

**Kanab City Library
374 North Main Street
Kanab, Utah
April 13, 2007**

Present

Board Members

Kim McClelland
Hans Fuegi
Colin Fryer
Bob Bonar
Pam Hilton
Steve Lindburg

Steve Burr
Mayor Peter Corroon
Shelleice Stokes
Frank Jones
Jeff Robbins
Georgianna Knudson

Staff

Leigh von der Esch
Tracie Cayford
Barbara Bloedorn

Mike Deaver
Dave Williams

Guests

Steve Driggs
Wally Thomson
Michael Evangelista
Matt Hussey
Michael Mahoney
Jares Gallagher
Kay Conner
Dixie Brunner
Karen Simmons
Scott Clemans
Dwayne Cassidy
Dan Resmardo
Jim Matson
Barry Glazier
Bonnie Riding
Steve Mower
Erin Wise
John Hiseck
Red Oelerich
Susan Hand
Ted Hallesey
Tom Forsythe
Jen Kaufman
Mayor Kim T. Lawson
Nathan Rafferty
Mark Wade
Mike Schollian
Thomas Cooke
Representative Noel
Victor Cooper

Organization

Struck
Kane County Travel Council
Evangelista Design
Ruf Strategic Solutions
Ruf Strategic Solutions
Adventure Crossing
Kane County Office of Tourism
Southern Utah News
Escalante Canyons Arts Festival
Kaibab National Forest
Page-Lake Powell Tourism Bureau
Lake Powell Resort – Aramark
Vermillion Services, Inc.
Glazier's Food Town
Western Legends
Western Legends Kanab City
Best Friends Animal Society
Pipe Springs National Monument
Outdoor Utah
Willow Canyon Outdoor
Kane County Office of Tourism
Frontier Movie Town
Frontier Movie Town
Kanab City
Ski Utah
Zion Mountain Resort
Treasure Trail/Cord Cliff GC
Struck
Utah House of Representatives
Local Restaurant Owner

Welcome

Kim called the meeting to order and welcomed those in attendance and thanked the local Kanab attendees for their hospitality. Kim had everyone in the room introduce themselves.

Ted Hallisey, Director of Kane County Office of Tourism, welcomed the board members and the attendees and introduced Mayor Kim Lawson who welcomed the group to Kanab.

Jim Matson gave a short presentation on the Amangiri Resort towards Big Water which is scheduled to open in June 2008. It's a \$100,000,000 investment. There are 31 hotel rooms and 40 plus villas planned.

Minutes

MOTION: Steve Lindburg made a motion to approve the minutes of the February 9 meeting. Hans seconded the motion and it carried unanimously.

Press Clippings & Media Updates

Tracie Cayford talked about the launch of the spring/summer campaign in March with the Governor and the news coverage that was received. She also talked about media outreach in Utah as well as nationally and internationally. She mentioned that the Utah Office of Tourism hosted 60 plus FAM tours in the fiscal year and she showed some news articles that were generated from those. She also showed the television ads for the spring/summer ad campaign. She mentioned that next fiscal year the office will concentrate on domestic press and have assigned staff and resources to try to attract more national press to come to Utah for FAM tours.

Advertising Initiatives

Tom Forsythe and Steve Driggs from Struck gave an overview of the ad campaign which included a review of current commercials, the strategy for the 07/08 budget and the winter campaign for next season. A hard copy of the overview was provided to the board.

Mike Deaver gave an update on Kiosks to be positioned in 3 of our welcome centers across the state, some of the CVB visitor centers, and in the airport in the Delta terminal.

Mike also gave an overview of the Madden preprint. He showed a copy of the final copy which will be released Sunday, April 29th. Over 1,350,000 insertions are scheduled to be inserted in major publications such as LA Times, Denver Post and Denver Times, San Francisco Chronicles, Las Vegas Review, Orange County, as well as others. Mike discussed the possibility of setting aside dollars to print this publication again in the future.

Mike also talked about the increase in phone calls that have been received since the launch of the new Spring/Summer campaign and let the board know that the UOT has hired another part-time person to help with the overflow of calls. Mike provided a comparison report which compares 2006 to 2007 showing the growth in website hits for Utah.travel, Utah.com and the increase in phone calls and travel guide requests. Leigh von der Esch complimented the Tourism staff members who have been answering the calls.

Kim McClelland thanked the marketing committee for their hard work.

Budget Report

Mike gave a brief overview of the current advertising budget which included a breakdown by month, a year-to-date budget and the balance. A handout was made available for the board.

Mike also handed out a report that was put together with Ski Utah which shows how much marketing dollars go towards skiing, snowboarding and winter promotion.

Minutes

Kim indicated that there are actually three sets of minutes that needed approval by the board.

MOTION: Shelleice made a motion to approve the minutes of the February 9th meeting and Hans seconded. It carried unanimously.

MOTION: Shelleice made a motion to approval the minutes of the March 21st retreat and Steve Lindburg seconded. It carried unanimously.

MOTION: Conference call minutes of March 28th passed unanimously.

RUF Presentation

Dave Williams introduced Matt Hussey and Michael Mahoney of RUF Strategic Solutions a database management research firm. They have put together a proposal for UOT to manage the client database. They propose to help the UOT determine who their target audiences are and to focus on those groups. If the UOT decides to hire RUF to maintain their database, it would come out of the operations budget for the UOT. Leigh asked that the board digest the information and give their feed back at the next board meeting regarding the RUF proposal.

Co-op Funding & Policy

Hans Fuegi discussed the Envision Escalante application with the board. It was a special opportunity cooperative marketing application for \$5,220 to promote the 2007 Fourth Annual Escalante Canyons Arts Festival. The Co-op Committee decided that the application did not meet the criteria to receive co-op funding and recommended to the board that the application be denied but proposed that some other type of funding be found through some other program. The board was in agreement with trying to find other funding and directed staff to see how we could financially accommodate the request.

MOTION: Hans made a motion to deny the co-op funding for the Envision Escalante application. Shelleice seconded and it carried unanimously.

Steve Lindburg suggested some sort of grant program to help fund some of the smaller projects.

Leigh indicated that she hoped to create a grant program in her operations budget in the next fiscal year.

Hans Fuegi discussed the determination of funding of special opportunity co-op marketing applications requesting \$10,000 or less.

MOTION: Kim made the motion to give the Co-op Committee the authority to approve Co-op applications between \$2,501 - \$10,000 without full board approval in order to process the applications in a timely manner. Bob Bonar seconded the motion and it passed unanimously.

Web IT Committee Report

Mike Deaver talked about the creation of a new committee to discuss the Utah.com website contract, as well as the Utah.travel website. The committee would be created to help make some decisions about the websites the UOT uses to promote Utah. The committee members will be; Kim McClelland, Steve Lindburg, Pam Hilton, Frank Jones, Jeff Robbins, Shelleice Stokes, Mike Deaver and Leigh von der Esch as well as Nathan Rafferty from Ski Utah, Russell Banz of KSL and Dave Fletcher from State IT. They will also look for an outside IT consultant. Steve Lindburg agreed to be chairman of the committee. The committee decided to have a meeting at the Tourism Conference and invite other tourism partners to join in and give their input.

Directors Report

Leigh thanked the staff for all of their hard work for the day and reminded the board and staff of the Tourism Conference coming up May 16, 17 and 18 in Price, Utah.

Colin Fryer reported on the board meeting scheduled for Friday, June 1st that will be hosted by Red Cliffs Lodge. Colin invited the group to come down for the entire weekend. He is making arrangements for some outdoor activities such as a river trip, mountain bike ride, horseback riding, golf, etc. He will provide more details at a later date.

Public Comment

Kim welcomed Representative Noel to the meeting who in turn thanked the board for their hard work.

Red Oelerich passed out the new Outdoor Utah publication.

Jares Gallagher of Adventure Crossing, a local interactive media/video production company did a short presentation. They work closely with the national parks and forest service.

Erin Wise from Best Friends Animal Society did a short presentation. Best Friends is the nations largest no kill animal sanctuary. They house over 2,000 animals at any given time.

Victor Cooper, a local restaurant owner requested better up to date regional signage as you cross the border into Utah. Leigh suggested that the board take it to the interim committee. Kim suggested drafting a letter from the board in support of new signage. Representative Noel asked for a budget number for the signs from Leigh to put on the agenda for the interim committee to try to get new signs in the budget for next year. Kim said we will make this an action item.

Mark Wade talked briefly about the Zion Mountain Resort which is a new resort 3,000 acres at the east gate of Zion National Park.

John Hiseck of Pipe Springs National Monument asked that the public stop by their location when in the area.

A local resident requested the advertising budget also be used to promote the Kanab area as a year round destination and not just a summer destination.

Kim thanked Ted and his staff and the Kanab community for hosting the board in the area.

Leigh thanked Kay Connor for assisting with the details for the meeting.

Next Meeting

The next meeting will be held Friday, June 1st in Moab Utah at Red Cliffs Lodge.